

Forestry Communications Intern

The Tennessee Department of Agriculture Division of Forestry is seeking a Communications and Marketing Intern. This position will help implement the division's communications strategic plan and drive internal consensus around an ongoing public relations agenda to provide stakeholders and consumers with meaningful information that helps them understand the importance of forest land management, fire management, conservation education, forest marketing and industry leadership and how they need to rethink their beliefs, attitudes and values as they relate to these issues.

The most competitive applicants will demonstrate:

- ability to connect with people and to persuade them,
- effective communication skills and best practices,
- proficiency with new media and emerging technology,
- experience conducting media and public relations; and ability to work independently and as a member of a team.

Location:

Nashville, TN

Major duties:

Marketing and communications:

- Help develop and administer marketing and communications initiatives that promote Forest Resource Development and conservation education.
- Work with communications unit leader to create and implement a social media marketing strategy; manage agency-wide pages, respond to feedback and questions, monitor, measure and report, coordinate the editorial calendar, and optimize page management. Develop, maintain standard operating procedures.
- Assist with creation and implementation of marketing, communications and public relations initiatives, events and special projects involving media, social media, community partners and primary audiences in line with the agency strategic communications and marketing plan.

Design and development:

- Write and edit print and digital materials. Coordinate publication and production with subject matter experts, designer and printer. Work with agency personnel and vendors.
- Possess proficient skills in graphic design and layout. Assist with creative concepts and some technical development.
- Capture agency news, event and activities through photography and video.

Support and training:

- Support, add value and adhere to the team's digital communications strategy, plan and best practices in all communications and marketing activities. Continuously seek improvement of our processes and resources and adoption of technology.
- Support and train agency employees on use and best practice of communications and marketing activities.
- Support incident information and PIOs during an incident.

Education:

Pursuit of Bachelor's degree in English, communications, public relations, journalism, marketing or related field. Must have or be able to obtain a driver license and have a driving record that meets agency requirements.

Essential Knowledge and Required Skills:

Working knowledge of media relations, public relations, marketing, graphic design, social media.

Comments:

Some work may occur after hours and require out of town travel.

Working Conditions:

Office with minimal field work.

To apply please send the following documents to Kimberly.Mantl@tn.gov

- Resume
- Letter of intent
- Most recent transcript
- 2 professional letters of recommendation
- DD214 (for veteran candidates only)